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Dahlias for 1935

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SHIRLEY TEMPLE
and her dahlia. In the gardens, August, 1934.

Stephenson Dahlia Gardens

2318 Hill Street

SANTA MONICA, CALIFORNIA

Phone 618-34

G. F. STEPHENSON

I. M. STEPHENSON

STEPHENSON DAHLIA GARDENS

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SANTA MONICA, CALIFORNIA

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Announcement!

We are pleased to announce that Mr. J. J. Broomall of Eagle Rock, Calif., has selected us as his representative and will in the future devote his time originating exclusively for us. Mr. Broomall is the Dean of all dahlia growers, and all lovers of this wonderful flower know, or should know, his record of creating some of the best the world has seen.



GENERAL INFORMATION

ORDER EARLY—Root shipments are made after February 1. Plants are ready about April 1.

WE GUARANTEE that all roots are sent true to name and in good growing condition.

TERMS—Cash with order, please. On retail orders for California delivery, 2½% should be added to the amount to comply with Sales Tax Law.

FULL DIRECTIONS for the care of your dahlia garden are included with each shipment.



EXPLANATION OF TYPES

(According to the American Dahlia Society classification.)

INFORMAL DECORATIVE (I. D.)—Double flowers, full to the centre, usually with long, twisted petals, and often irregular in arrangement.

FORMAL DECORATIVE (F. D.)—Double flowers, full to the center, usually with broad, flat petals, often rounded at the tips, and regular in arrangement.

CACTUS (C.)—Double flowers, full to the center, with long, narrow, pointed petals, incurved, recurved or straight, but rolled more than half their length.

SEMI-CACTUS (S. C.)—Double flowers, full to the center, with coarse, twisted petals, usually somewhat incurved, and rolled ordinarily less than half their length.

OUR INTRODUCTIONS FOR 1935

ANALEE McCLURE—(Inf. Dec. to Semi-Cactus) by Broomall

A beautiful WHITE. Flowers average 10 to 12 inches, with good depth. Stem stiff and cane-like. The flowers facing, never droops or hangs its head. You will agree with Mr. Broomall that it is his finest origination to date, and the best white he has ever seen. A good keeper when cut.

Roots \$10.00 Plants \$5.00



BING CROSBY (Inf. Dec.)

Color—GOLDEN YELLOW penciled with CARMINE. A seedling of La Fiesta, carrying the same general tones but the colors are more pronounced. The flower is larger and much deeper, with a high center, the stem is perfect, carrying the bloom erect and facing you. The foliage is insect resistant, and a brilliant shade of green. A glorified LA FIESTA with none of the faults of the parent. ACHIEVEMENT MEDAL, Winner at the Los Angeles Show 1934.

Roots \$10.00 Plants \$5.00

RUTH ELDER (Inf. Dec.) by Broomall

A beautiful light JASPER RED and CORAL. Blooms average 11 inches with good depth. Has very heavy dark foliage, that is full insect-resistant, an ideal flower for the home garden, very prolific bloomer, giving a blaze of color throughout the entire season.

Roots \$5.00 Plants \$2.50

SHIRLEY TEMPLE (Dec. Ball)

Clear, glistening yellow with blooms that average 4 inches on perfect stems. A wonderful keeper and a great favorite with the florist.

Roots \$5.00 Plants \$2.50

OUTSTANDING INTRODUCTIONS FOR 1935

BETTE DAVIS (Cordes-Eastman) S. C.

A deep lavender. Flower of ideal form; carried well above the foliage on perfect stems. **ACHIEVEMENT MEDAL**, winner at Baltimore Show, 1934.

Roots \$10.00 Plants \$5.00

BOSPHORUS (Ballay) I. D.

Deep burnt orange or golden brown. A fine, large, well-shaped flower in a color that is new. Certificate of Merit at Storrs.

Plants, \$7.50

CALIFORNIA IDOL (Ballay) I. D.

Clear, bright yellow. A huge flower, growing to 14 inches or more, with corresponding depth, and yet is an extremely refined flower in every sense. Winner of the **ACHIEVEMENT MEDAL**, at Boston, 1934.

Plants \$12.50

CALIFORNIA ROSE (Bailey) I. D.

A clear, bright salmon rose, and a particularly beautiful flower for cutting. Good keeper. Flower large and graceful.

Plants \$7.50

CITY OF CLEVELAND (Bissell) I. D.

A splendid dahlia of bright scarlet splashed with orange. A Certificate of Merit Winner at Storrs, and on the Honor Roll.

Plants \$5.00

DON JUAN (Ballay) S. C.

Scarlet orange with a lighter orange reverse. An exhibition dahlia that should be a sensation in the showroom. A true semi-cactus in the brightest of color.

Plants, \$7.50

GLAMOUR (Ballay) I. D.

Bright apricot overlaid with sunset pink. A twelve-inch flower with perfect form and delightful coloring. The stem is long and the plant well branched.

Plants \$5.00

KAY FRANCIS (Eastman-Cordes) S. C.

A pale lemon yellow that bears flowers in great profusion on long cane stems. Flowers will average 8 to 11 inches. **ACHIEVEMENT MEDAL**, winner at New York and Camden, N. J., 1934.

Plants \$5.00

MRS. GEORGE LE BOUTILLIER (Ruschmohr) I. D.

Carmine and spectrum red. Winner in the Rockville Center, New York, Show. Received Certificate of Merit at Storrs, 1933. Authorities consider this the best red since Murphy's Masterpiece.

Roots \$10.00 Plants \$5.00

ROCKLEY MOON (Ruschmohr) F. D.

Beautiful yellow, with purplish tint on back of dahlia. Certificate of Merit at Storrs, 1933. Judged best dahlia in the West Virginia Show.

Roots \$10.00 Plants \$5.00

"THE QUEEN" (La Reina de Los Angeles) (Pfluger) C.

A typical Hybrid Cactus of clear Oriental pink coloring. Good grower, best of stems, and a wonderful keeper when cut.

Roots \$5.00 Plants \$2.50

WENOKA (Hulin) F. D.

A huge formal decorative of rosy mauve and deep magenta, on long, stiff stems. The bush is ideal, and absolutely free from insect attack.

Plants \$10.00

OUTSTANDING VARIETIES

AIR MAIL (I. D.)

Light lavender of good size and with splendid stems. Good keeper.

Roots \$1.50 Plants \$.75

AMELIA EARHART (Cordes) S. C.

Apricot buff with salmon shadings. Bloom large and deep with good stems. Winner of two Achievement Medals and on Roll of Honor.

Roots \$4.00 Plants \$2.00

CADET (Ballay) S. C.

Light primrose yellow, similar in formation to SATAN. A large flower on a clean, straight stalk.

Plants \$3.75

DAILY MAIL (Stredwick) I. D.

Deep yellow, shaded orange. An English dahlia of good size and splendid habits.

Roots \$1.00 Plants \$.50

DRESDON (Ballay) I. D.

Clear lavender. Strong grower and prolific bloomer.

Roots \$5.00 Plants \$2.50

EAGLE ROCK FANTASY (Broomall) I. D.

Clear lavender pink. A dahlia of extraordinary charm. It has size, color, and good habits. Roll of Honor.

Roots \$1.00 Plants \$.50

ELEGANCE (Ballay) S. C.

Center and tips of petals yellow, body of flower glistening coral. Borders close to the cactus type. Roll of Honor.

Roots \$7.50 Plants \$3.75

ELISSA LANDI (Cordes) F. D.

Clear, bright salmon, shading to an apricot orange. Does not fade or burn. Good stems and wonderful keeping qualities. Roll of Honor.

Roots \$5.00 Plants \$2.50

EUGENIA BALLAY (Ballay) I. D.

Rich cream color, with 10 to 12-inch blooms on stiff, wiry stems. A splendid cut flower.

Roots \$5.00 Plants \$2.50

FULL MOON (Ballay) F. D.

An immense flower of canary yellow coloring, blooms easily measure 12 inches. Full centers, both early and late. Good stems. Roll of Honor.

Roots \$2.50 Plants \$1.00

GRANDEE (Ballay) I. D.

Light nopal red, shaded orange yellow. A sensational dahlia for size and coloring. Easily grows 14 inches on good stems. Roll of Honor and Achievement Medal winner.

Roots \$10.00 Plants \$5.00

GREAT HARBOUR (Tosbach-Kemp) I. D.

An intense deep red that is most attractive. The flower is large, on good, stiff stems, and the plant is a prolific bloomer.

Roots \$2.00 Plants \$1.00

LA FIESTA (Cordes) I. D.

An informal decorative of butter yellow, pencilled red. The flower is made up of a mass of curling, twisting petals held well above the foliage. Roll of Honor.

Roots \$3.50 Plants \$1.50

LORD OF AUTUMN (Almy) I. D.

An immense dahlia of rich, deep golden yellow, with long and slightly twisting petals. Perfect stems. Roll of Honor.

Roots \$10.00 Plants \$5.00

MURPHY'S MASTERPIECE (Murphy-Success) I. D.

Dark red with garnet shadings. Wonderful size. An Achievement Medal winner and Roll of Honor dahlia.

Plants \$2.00

PALO ALTO (Ballay) S. C.

Semi-cactus in two tones of salmon color, with stem stalks clear and straight. Bloom freely both early and late. Roll of Honor.

Roots \$5.00 Plants \$2.00

PRINCETONIAN I. D.

A full informal decorative with long wavy petals, the color a blend of light orange and coral. Blooms average 10 to 12 inches, with good stems.

Plants \$3.00

RUDY VALLEE (Broomall) S. C.

Chrome yellow shading to deep orange. Flowers large, full-centered, and held well above the foliage. Straight stems, and a vigorous grower.

Roots \$2.00 Plants \$.75

SATAN (Ballay) S. C.

Flaming red with a touch of gold at the base of the petals. Has had a sensational record in the showroom. Achievement Medal winner and Roll of Honor dahlia.

Roots \$4.00 Plants \$1.00

SONNY BOY (Salem) I. D.

Huge bloom of old rose coloring. Strong grower with good stems.

Roots \$5.00 Plants \$2.50

SPOTLIGHT (Cottage Grove Gardens) I. D.

A clear sulphur yellow color, lighter at the tips. A free bloomer and a good root producer. Roll of Honor.

Roots \$7.50 Plants \$3.75

WASHINGTON GIANT (Lee) I. D.

Orchid lavender with a blend of white at the center. The petals are broad, with narrow, twisting petaloids between, which gives this dahlia personality. Splendid habits. Roll of Honor.

Roots \$5.00 Plants \$2.00

WHITE WONDER (Kemp) I. D.

A huge white with long, graceful petals and good depth. Good stems and foliage.

Roots \$2.00 Plants \$1.00



NEW MINIATURES FOR 1935

PEYTIE CONWAY (Eastman-Cordes) F. D. Min.

Violet rose with light silver tips. Plants grow to great size, and are covered with blooms.

Plants \$1.00

PERSIMMON (McIlhaney-Hook-) F. D. Min.

A beautiful flower of true persimmon coloring. Good stems and a splendid cut flower.

Plants \$1.00

SUSAN ANN GILBERT (Cordes-Eastman) F. D. Min.

A white miniature with blooms averaging 3 inches in diameter, on long, clean stems. A prolific bloomer and a great favorite with the florists.

Roots \$2.00 Plants \$1.00

GENERAL LIST

	Color	Roots	Plants
ACHIEVEMENT (Ballay) S. C., Bronze gold		\$2.00	\$1.00
ALICE BOSS (Cordes), Pink and cream		1.00	.50
AMBASSADOR (Broomall) C., Buff and pink		1.00	.50
AZTEC GLORY (Broomall) I. D., Yellow50	.50
BUCCANEER (Cactus) Red		1.00	.50
CLARA BARTON (Salem) Phlox purple		5.00	2.50
CONQUISTADOR (Ballay) Yellow and pink		1.00	.50
CHAS. G. REED (Ballay) F. D., Petunia red		1.00	.50
DERRILL W. HART (Broomall) Orange-bronze		1.00	.50
DONNA CALIFORNIA (Ballay) Rose		1.00	.50
DOT FARLEY (Vernon) L. D., Peach		\$4.00	\$2.00
EAGLE ROCK BEAUTY (Broomall) Pink and cream		1.00	.50
EAGLE ROCK GEM (Broomall) Yellow and pink		1.00	.50
EAGLE ROCK SUNSHINE (Broomall) Yellow		1.00	.50
EAGLE ROCK SUPERBA (Broomall) Pink		2.00	1.00
FAIR ELAINE (Ballay) Cactus, Rose		1.00	.50
FORT MONMOUTH, I. D., Maroon		1.00	.50
GOODNIGHT (Broomall) Dark Red		1.00	.50
GRACE CURLING (Stredwick) Lilac		1.00	.50
IRENE ANDERSON, Maroon with white tips		1.00	.50
JAMES KIRBY, I. D., Red		2.00	1.00
JANE COWL (Downs) Buff50	.50
JERSEY'S BEACON (Waite) Red-Tan reverse50	.50
JERSEY'S BEAUTY (Waite) Pink50	.50
JOHN BOLES (Cordes) C., Red		1.00	.50
KAWEAH (Meusdorffer) I. D., Cerise		5.00	2.50
LADY MOYRA PONSONBY (Elder) I. D., Yellow		3.00	1.50
LAURINE STOCKWELL (Cordes) Pink and cream			1.00
MAE WEST (McIlhaney) Rose pink		2.00	1.00
MARIAN BROOMALL (Broomall) White and lavender pink		2.00	1.00
MARY ELLEN (Loller) Violet rose		1.00	.50
MARYLAND GLORY, American Beauty red		1.00	.50
MONMOUTH PENNANT (Kemp) Scarlet with white tips		2.00	1.00
MYRA HOWARD (Dahliadel) Orchreous orange		1.50	.75
ORION (Pfuger) White with violet tips		5.00	2.50
PROSPERITY (Lee) Pink		2.00	1.00
RAPIDAN (Ballay) Golden bronze		1.50	.75
RAY WARNER, I. D., Clear pink		2.00	1.00
RED BIRD, I. D., Light red		1.00	.50
ROYAL FLUSH (Ballay) Scarlet		2.00	1.00
STRONGHEART (Ballay) Gold			1.00
TACOMA BEAUTY (Lee), Salmon pink		3.50	1.75

DAHLIA PLANTS

are sprouts or cuttings taken from stock of named varieties, started early in the greenhouse, rooted in sand benches, potted and grown inside until established, then moved to cold frames for hardening off, ready for shipping and field planting.

If you do not grow your dahlias from green plants, we suggest that you give them a trial, for, when properly grown from healthy stock and given the care that any plant requires, they will give you better blooms and will make a nice clump of roots for future plantings. However, they must be cultivated and watered, and, if insects bother, sprayed with an insecticide.

Dahlia Green Plants are ready for shipment after April 1st, and will bloom at about the same time as roots that have been planted three weeks earlier. The price of plants is one-half or less than the price of roots of the same variety. We recommend their use very highly, especially for our local conditions in Southern California.



“CALIFORNIA’S FINEST DAHLIA SEED”

California-grown seed from the best and largest varieties. Our seed garden contained over twenty-five Honor Roll Dahlias, and grown under ideal conditions. There is no finer seed produced. Such seed is never plentiful. The better the seed you plant, the better your opportunity to originate a new variety. We can supply this seed in named varieties or in mixture.

Price \$5.00 per 100 net